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Councilmember Rose Herrera invites the Community to Celebrate the Grand Opening of Fresco World Market on Quimby Road with a Ribbon Cutting on Sunday, December 18, 2011

SAN JOSE, CA – Councilmember Rose Herrera invites the community to celebrate the Grand Opening of Fresco World Market at 2217 Quimby Road (former Circuit City Building near Eastridge Mall) on Sunday, December 18, 2011 at 11:00 a.m. with a Ribbon Cutting Ceremony

“I am very excited and thrilled to welcome Fresco World Market to the Evergreen Community,” states Councilmember Rose Herrera, District 8 representative on the city council and chair of the city’s Community and Economic Development Committee. “Fresco World Market is bringing an exciting new world of food and product culture to the Bay Area and it’s starting right here in Evergreen!”

No other supermarket in Bay Area will come close to matching the myriad of sights, smells and tastes of Fresco World Market’s international food court. From Cochi Taqueria, Pomelo Asian Deli, Fresco World Café, Madera Smokehouse, and Gigi’s Pizzeria - fresh ingredients, exciting flavors and spices, all expertly prepared by in-store chefs. This joint is going to be the place for crazy good grub!

“We set out to create the market of the future, one that celebrates the vibrant multi-ethnic cultures of the Northern California region,” explains Alex Chan, President and CEO Fresco World Market, “Fresco World Market offers a gorgeous shopping venue, a dazzling array of flavors and smells from all over the world, one of the largest produce departments in the Santa Clara County, the only market in Northern California with a real, 100% fresh tortilleria and value, value, value!”

In addition to providing a new grocery store for Evergreen residents to shop for the freshest foods, Fresco World Market hired over 200 local employees.

About Fresco World Market

Fresco World Market offers a kaleidoscopic selection of international ingredients both locally sourced from around the world. Fresco World Market founders are into sharing our passion for really cool and really good food. They offer great ingredients, variety and quality.

Along with the highest level of commitment to service and selection, Fresco World Market is focused on providing the highest quality and largest selection of produce at the lowest prices.

For more information go to <http://www.frescoworld.com>.

About Councilmember Rose Herrera

Councilmember Rose Herrera represents District 8 in the City of San José. Councilmember Herrera currently Chairs the Community and Economic Development Committee, the VTA Audit Committee, Vice Chair of the Transportation and Environment Committee, a member of the Mayor's Gang Task Force, the Santa Clara County Transportation Advisory Board, CalTrain Joint Powers Board, a voting delegate to the League of California Cities and the Founder and President of the League of California Cities' Women's Caucus. For more information go to <http://www.sanjoseca.gov/district8/>.

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